

CONTRACT



KHON
88 Piikoi Street
Honolulu, HI 96814
(808)591-2222

Contract / Revision 147936 /		Alt. Order #
Product Week 1 Add		
Contract Dates 08/06/12 - 08/10/12		Est. #
Advertiser POL - Carlisle for Mayor		Original Date / Revision 07/26/12 / 07/30/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KHON	Account Executive KHON House	Sales Office KHON-Local
Special Handling		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

And:

POL - Carlisle for Mayor
Attention: Sharon Wong
210 Ward Avenue, Suite 222
Honolulu, HI 96814

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KHON	08/06/12	08/10/12	Live with Kelly	8a-9a		:30			NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MTWTF--				4	\$75.00			
N 2	KHON	08/06/12	08/10/12	Dr. Phil	4p-5p		:30			NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MTWTF--				4	\$100.00			
N 3	KHON	08/06/12	08/10/12	Wheel of Fortune	630p-7p		:30			NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MTWTF--				4	\$1,500.00			
N 4	KHON	08/06/12	08/10/12	Big Bang Theory	9-930P		:30			NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MTWTF--				4	\$300.00			
N 5	KHON	08/06/12	08/10/12	Inside Edition	1035p-1105p		:30			NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MTWTF--				4	\$300.00			
N 6	KHON	08/08/12	08/08/12	So You Think You Can Danc W 7-9P			:30			NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--1----				1	\$2,000.00			
N 7	KHON	08/07/12	08/07/12	Masterchef	7P-9P		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-T-----				1	\$1,000.00			
N 8	KHON	08/06/12	08/10/12	M-F 5p-530p News	5p-530p		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MTWTF--				3	\$500.00			
N 9	KHON	08/06/12	08/10/12	Big Bang Theory LF	1105P-1135P		:30			NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MTWTF--				4	\$100.00			

*Tax 1 Note: Sales Tax 4.712%.

Totals 29 \$14,000.00

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
07/30/12 - 08/10/12	29	\$14,000.00	\$11,900.00	\$560.73	\$12,460.73
Totals	29	\$14,000.00	\$11,900.00	\$560.73	\$12,460.73

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CONTRACT

KHON
88 Piikoi Street
Honolulu, HI 96814
(808)591-2222

And:

POL - Carlisle for Mayor
Attention: Sharon Wong
210 Ward Avenue, Suite 222
Honolulu, HI 96814

Contract / Revision 148466 /		Alt. Order #
Product Week 1 Thur and Fri		
Contract Dates 08/09/12 - 08/10/12		Est. #
Advertiser POL - Carlisle for Mayor		Original Date / Revision 08/07/12 / 08/08/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KHON	Account Executive KHON House	Sales Office KHON-Local
Special Handling		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KHON	08/09/12	08/09/12	Wheel of Fortune	630p-7p		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	---T---				1	\$1,500.00			
N 2	KHON	08/09/12	08/09/12	Raising Hope	7p-8p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	---T---				1	\$500.00			
N 3	KHON	08/09/12	08/09/12	Two and a Half Men	930-10P		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	---T---				1	\$300.00			
N 4	KHON	08/10/12	08/10/12	Bones	8p-9p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	----F--				1	\$500.00			
N 5	KHON	08/10/12	08/10/12	Two and a Half Men	930-10P		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	----F--				1	\$300.00			
N 6	KHON	08/10/12	08/10/12	F 10p-1035p News	10p-1035p		:30			NM	1	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	----F--				1	\$1,250.00			

*Tax 1 Note: Sales Tax 4.712%.

Totals 6 \$4,350.00

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
07/30/12 - 08/10/12	6	\$4,350.00	\$3,697.50	\$174.23	\$3,871.73
Totals	6	\$4,350.00	\$3,697.50	\$174.23	\$3,871.73

Signature: _____ Date: _____

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CONTRACT

KITV
HAWAII

KITV
801 South King Street
Honolulu, HI 96813
(808)535-0400

www.KITV.com

And:

Carlisle/NP/Mayor
Attention: Jim Fulton
210 Ward Ave
Suite 222
Honolulu, HI 96814

Contract / Revision 938295TV /		Alt Order #
Product 8/5-8/10		
Contract Dates 08/05/12 - 08/10/12		Estimate #
Advertiser Carlisle/NP/Mayor		Original Date / Revision 08/03/12 / 08/03/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KITV	Account Executive KITV Political Local K	Sales Office Honolulu
Special Handling Political Duplicate File Copy		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	KITV	08/06/12	08/10/12	DAY ROS	12-5P		:30			NM	9	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MTWTF--				9	\$60.00			
2	KITV	08/06/12	08/10/12	Nate Berkus Day	Nate Berkus Day		:30			NM	5	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	11111--				5	\$40.00			
3	KITV	08/06/12	08/10/12	Judge Judy Daytime	Judge Judy Daytim		:30			NM	5	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	11111--				5	\$40.00			
4	KITV	08/06/12	08/10/12	KITV News At 6	6-6:30pm		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MTWTF--				1	\$500.00			
5	KITV	08/06/12	08/10/12	KITV News At 10	10-1035pm		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MTWTF--				2	\$500.00			
6	KITV	08/06/12	08/10/12	KITV 4 News at 10 II M-F	KITV 4 News at 10		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	MTWTF--				1	\$300.00			
7	KITV	08/06/12	08/06/12	BACHELOR PAD	7-9P		:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	M-----				1	\$325.00			
8	KITV	08/07/12	08/07/12	NY MED	9-10pm		:30			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-T-----				1	\$800.00			
9	KITV	08/08/12	08/08/12	MIDDLE/SUBURGATORY	7-8pm		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	--W----				1	\$700.00			
10	KITV	08/09/12	08/09/12	WIPEOUT	7-8pm		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	---T---				1	\$600.00			
11	KITV	08/10/12	08/10/12	49er Pre-Season Football	2:30-10:00 pm		:30			NM	4	\$800.00

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Least television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

KITV
HAWAII

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Honolulu, HI 96813
(808)535-0400

www.KITV.com

Contract / Revision 938295TV /	Alt Order #
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Contract Dates 08/05/12 - 08/10/12	Product 8/5-8/10	Estimate #
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Advertiser Carlisle/NP/Mayor	Original Date / Revision 08/03/12 / 08/03/12
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----F--				4	\$200.00			
12	KITV	08/05/12	08/05/12	KITV4 NewsThis Morn Sa/Su	KITV4 NewsThis M		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-----S				2	\$100.00			
13	KITV	08/05/12	08/05/12	KITV News At 5	Sa/Su 5-5:30pm		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-----S				1	\$300.00			
14	KITV	08/05/12	08/05/12	Sun ABC Prime ROS	6-10pm		:30			NM	1	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-----S				1	\$270.00			
15	KITV	08/05/12	08/05/12	THIS WEEK	4-5P		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-----S				1	\$200.00			
16	KITV	08/05/12	08/05/12	Weekend GMA	5am-6am		:30			NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-----S				1	\$30.00			
Totals											37	\$6,965.00

*Tax 1 Note: General Excise Tax 4.712%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
07/30/12 -08/10/12	37	\$6,965.00	\$5,920.25	\$278.96	\$6,199.21
Totals	37	\$6,965.00	\$5,920.25	\$278.96	\$6,199.21

Signature: _____ **Date:** _____

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KITV
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And:

Carlisle/NP/Mayor
Attention: Jim Fulton
210 Ward Ave
Suite 222
Honolulu, HI 96814

Contract / Revision 939869 /		Alt Order #
Product PENCIL/HOVER AD 8/10		
Contract Dates 08/10/12 - 08/10/12		Estimate #
Advertiser Carlisle/NP/Mayor		Original Date / Revision 08/06/12 / 08/06/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KITV	Account Executive KITV Political Local K	Sales Office Web Local
Special Handling Political Duplicate File Copy		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KITV	08/10/12	08/10/12	Hover/Pencil	Hover/Pencil		:01			NS	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	----F--				1	\$1,000.00			
Totals											1	\$1,000.00

*Tax 1 Note: General Excise Tax 4.712%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
07/30/12 - 08/10/12	1	\$1,000.00	\$850.00	\$40.05	\$890.05
Totals	1	\$1,000.00	\$850.00	\$40.05	\$890.05

Signature: _____ Date: _____

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

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HAWAII

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Honolulu, HI 96813
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And:

Carlisle/NP/Mayor
Attention: Jim Fulton
210 Ward Ave
Suite 222
Honolulu, HI 96814

<u>Contract / Revision</u> 939871 /		<u>Alt Order #</u>
<u>Product</u> PENCIL AD 8/7		
<u>Contract Dates</u> 08/07/12 - 08/07/12		<u>Estimate #</u>
<u>Advertiser</u> Carlisle/NP/Mayor		<u>Original Date / Revision</u> 08/06/12 / 08/06/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KITV	<u>Account Executive</u> KITV Political Local K	<u>Sales Office</u> Web Local
<u>Special Handling</u> Political Duplicate File Copy		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KITV	08/07/12	08/07/12	Hover/Pencil	Hover/Pencil		:01			NS	1	\$309.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	-T-----				1	\$309.00			
Totals											1	\$309.00

*Tax 1 Note: General Excise Tax 4.712%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
07/30/12 - 08/07/12	1	\$309.00	\$262.65	\$12.38	\$275.03
Totals	1	\$309.00	\$262.65	\$12.38	\$275.03

Signature: _____ Date: _____

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